



Outstanding Estate Agent Award Open for Application

(21 February 2017) To further promote the professionalism of the estate agent industry and recognise the achievements of the outstanding practitioners in the trade, the Estate Agents Authority (“EAA”) launched the Outstanding Estate Agent Award today and called for applications. The deadline for submission of applications is 31 March 2017.

This is the first Outstanding Estate Agent Award that the EAA has arranged since its establishment in 1997. There are two award categories for individual licensees to participate in, namely “Outstanding Estate Agent Award” and “Outstanding Newcomer Award”. A Preliminary Selection Panel and a Final Selection Panel will be formed by professionals of different sectors to adjudicate on the entries.

The EAA Chairman Mr William Leung Wing-cheung, SBS, JP, said, “Like any other service industry the estate agency trade should continuously improve its service for meeting clients’ ever rising expectations. An outstanding estate agent should possess a number of good qualities such as sense of responsibility, integrity and positive attitude to provide excellent service to clients. After 20 years of continuous effort by the EAA and the trade, the professional standard of our licensees has been greatly enhanced, but there is always room for further improvement. I hope that the introduction of the Outstanding Estate Agent Award will further motivate licensees to improve themselves so as to achieve a long-term positive influence on the trade. I strongly encourage our licensees to compete for the Award.”

The Award is open for applications from today. Applicants are required to provide a description on their achievements and testimonials from their



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employers, supervisors, clients or other licensees. Submissions must be made on or before 4:00pm of 31 March 2017. The panels of judges will score the applications based on the performance of the participants according to their level of responsibility, level of integrity, service excellence and positiveness. The Award results will be announced later this year.

Details of the Award and application forms are now available at <http://award.eaa.org.hk/2017>

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